

SIGN CODE REVISION TASK FORCE

CHANGING TECHNOLOGY



AGENDA

What We Will Discuss Today

- Current and new technology
- Balancing of interests
- Relevant safety research
- Common elements as a starting point
- Responses to specific concerns
- Recent legal decisions
- Benefits to law enforcement, the community, and business.

CURRENT TECHNOLOGY

Copy change – removing old vinyl



CURRENT TECHNOLOGY

Installing new vinyl



CURRENT TECHNOLOGY

New copy installed



NEW TECHNOLOGY - Digital technology is simply a new process for changing copy on a billboard.

NO Movement, NO Motion, NO Sound, NO Video



Each static digital message holds in place for a minimum of 8 seconds and transitions to the next frame in one second or less.

BALANCING OF INTERESTS

- Concerns of the community
- Wants of the administration, senior staff, and City-County Council
- Requests of the business community
- Needs of the outdoor advertising industry
- Impact of court decisions

FHWA STUDY: Research & Facts

- 2013 Federal Highway Administration (FHWA) research shows NO LINK between Digital Billboards and distracted driving
 - Consistent with the 2006 National Highway Traffic Safety Administration (NHTSA) study on distracted driving which established a threshold of 2 seconds for distracted driving
 - **U.S. RESEARCH shows billboards INCLUDING Digital Billboards do not lead to distracted driving**
 - Review of traffic data near the Fairgrounds digital found no increase in traffic accidents in the area since the digital was installed in 2008
 - Vague foreign research not applicable due to roadway and other differences addressed by Highway Beautification Act
- A typical glance at a digital Billboard is **less than 1.4 seconds – WELL BELOW the threshold for distracted driving of 2 full seconds** established by the 2006 NHTSA Study on distracted driving.
- More than **1,000 communities** and states which allow Digital Billboards **cite the FHWA AND NHTSA research.**



COMMON ELEMENTS OF ADOPTED ORDINANCES

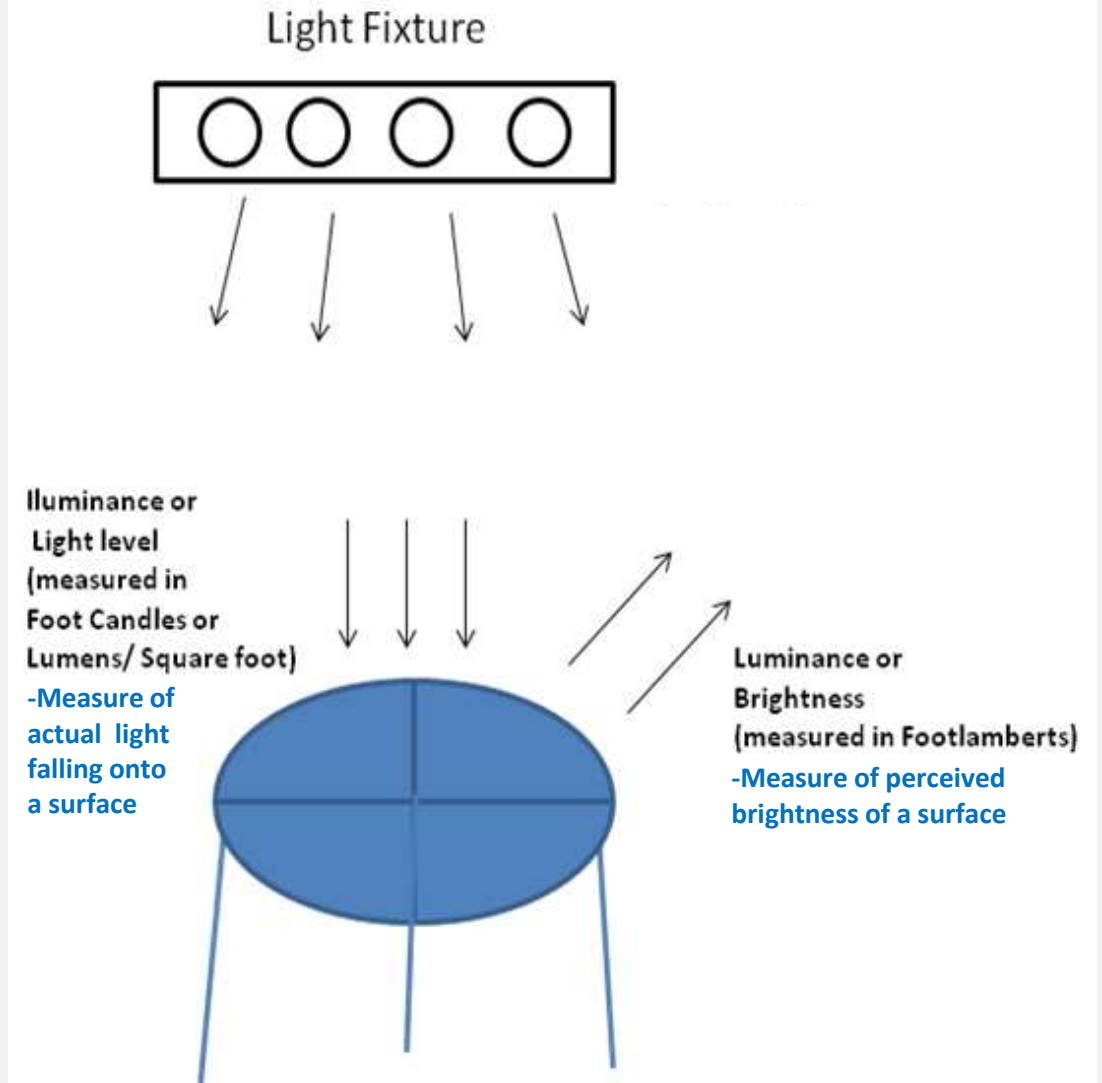
Issues commonly addressed in adopted ordinances across the country using regulations based on the 2007 Federal Highway Administration (FHWA) Guidance.

- **Dwell/Transition Times** – Per 2007 FHWA guidance 8-10 seconds
- **Brightness** – Objective measurement system adopted in majority of jurisdictions
- **Location limitations** – Buffer surrounding protected districts (dwelling, school, park, church, locally designated historic district)
- **Removal ratio** – OVERALL REDUCTION of Billboards – a “debillboarding” of neighborhoods - in exchange for conversions of existing locations to digital outside of neighborhoods.
- **Cap** – annual total may be limited
- **Public Safety Alerts** – Including AMBER ALERTS, weather warnings, and national and regional public safety messages displayed without cost to the community.



BRIGHTNESS CONTROLS AND REGULATIONS

- Auto adjusted based on the surrounding light – like your cell phone
- Regulations which establish limits on the actual amount of light coming from the sign as opposed to the amount of light the eye perceives. The commonly established unit is a foot candle (a unit of measure of the intensity of light falling on a surface)
- Simpler, cheaper measurement tool for ease of use by staff



RESPONSES TO SPECIFIC CONCERNS

- **Spacing from protected districts** - Digital faces not allowed within a fixed distance from dwelling, school, park, and church properties. Emphasis on removal of existing billboards in residential areas.
- **Protection of historic districts** – First priority for removal of existing Billboards; NO conversions allowed in these locally designated areas



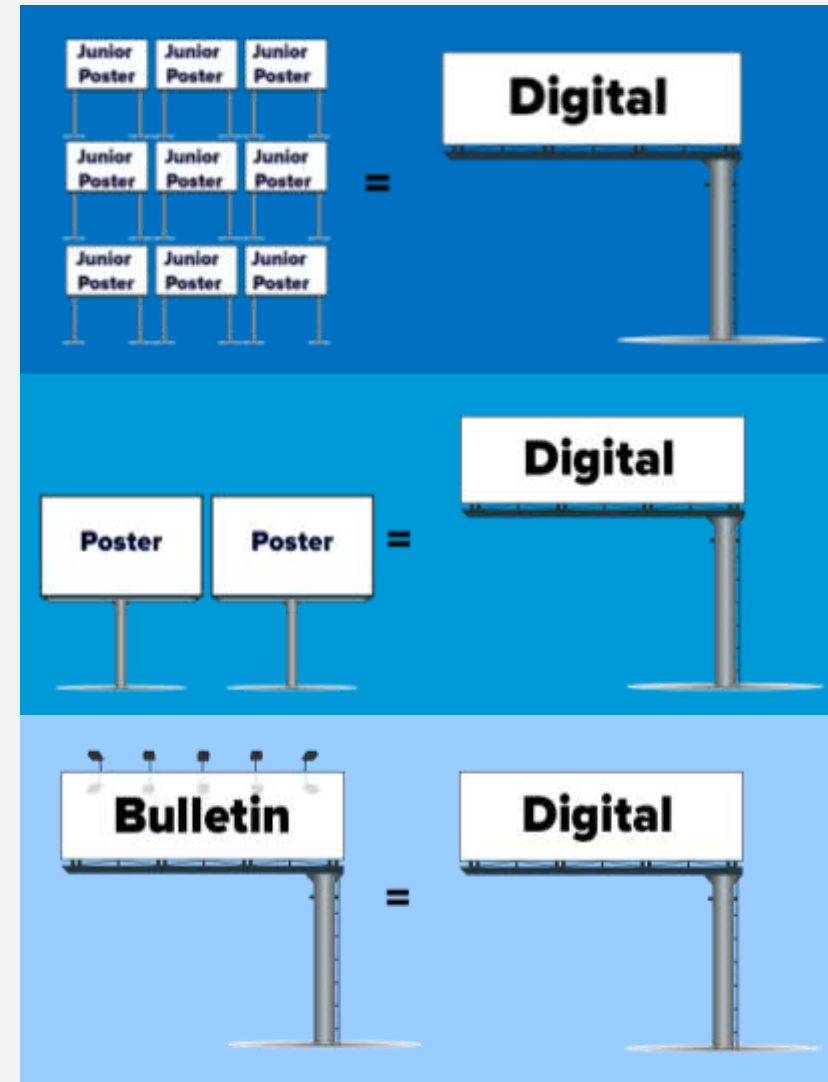
RESPONSES TO SPECIFIC CONCERNS

Specified takedown formula –

An example of the formula would require an equal amount of square feet of existing billboards be removed from another location for each face converted from a print face to a digital face at that location.

Will result in an overall reduction of Billboard locations throughout Marion County especially in the neighborhoods (Compact Context areas) where smaller and more numerous signs are located.

Conversions of a LIMITED NUMBER of existing billboards will occur along highways and in commercial corridors (Metro Context areas).



RESPONSES TO SPECIFIC CONCERNS IN MARION COUNTY

Any proposal would permit existing traditional Billboards to be converted to Digital Billboards in Marion County using the common elements used in the more than 1,000 communities which allow digital billboards with the additional following specific restrictions:

- **No new digital builds** - No new digital locations can be built; only conversions of existing sign locations in appropriate areas.
- **Cap on digital conversions** – The prior proposal was limited to up to 25 conversions of sign faces in year one (no more than 6 per operator); Maximum of 20 digital conversions in year two and 20 in year three (no more than 6 per operator in year 2 and year 3); Maximum of 4 digital conversions per year after year three (no more than 2 per operator) with 6 possible permits for targeted removals in MDC approved Redevelopment Plan areas in the first 36 months after adoption of the ordinance change allowing digital billboards.
- **Can't rebuild once removed** –No new Billboard permits will be issued on property if a billboard was removed in exchange for a digital conversion.

PROPERTY VALUE STUDY

SINGLE STUDY on the subject – *“Beyond Aesthetics: How Billboards Affect Economic Prosperity”*

– Jonathan S. Snyder, Samuel S. Fels Fund (December 2011)

PEER REVIEW ISSUES WITH THE STUDY

“ECONOMIC IMPACT OF BILLBOARD LOCATIONS ON PROPERTY VALUES IN PHILADELPHIA”

– Econosult Corporation (April 2012)

- Single year’s data during the height of the housing recession which ignores location.
- Homes near billboards are generally in commercial areas which have characteristics associated with lower house prices: being denser, being renter-occupied, being more depreciated, and being located in neighborhoods with higher vacancy rates.
- **When values are compared both before and after a billboard has been removed, the construction and demolition of billboards do not appear to have any meaningful effect on movements in the values of nearby homes.**
- **A BILLBOARD DOESN’T CHANGE THE TYPE OR QUALITY OF THE HOUSING STOCK IN THE AREA.**

RECENT LEGAL DECISIONS

Significant decisions regarding digital billboard regulations:

- **Federal Ct of Appeals upheld FHWA's 2007 Guidance memo regarding digital billboards which provided dwell and transition times.**
(SCENIC AMERICA, INC., v. UNITED STATES DEPARTMENT OF TRANSPORTATION, Sept. 2016)
- **NJ Supreme Ct. overturned a ban on digital billboards**
(E&J EQUITIES v. BOARD OF ADJUSTMENT OF FRANKLIN TOWNSHIP, Sept. 2016)
- **NV Supreme Ct. affirmed an ordinance allowing digital billboards**
(SCENIC NEVADA, INC. v. CITY OF RENO, July 2016)

PUBLIC SAFETY BENEFIT

“Stopping Billboard companies from adding digital signs is like taking officers off the street”

-Bart Dexter, Coordinator of Crime Stoppers of Michigan

PUBLIC SAFETY BENEFIT

IMPD Partnership



Richard A. Hite, Chief of Police
50 North Alabama Street
Indianapolis, Indiana 46204



Indianapolis Metropolitan
Police Department
City of Indianapolis

Mr. John A. Kisiel
Clear Channel Outdoor
511 S. Madison Avenue
Indianapolis, IN 46225

Dear Mr. Kisiel,

The Indianapolis Metropolitan Police Department (IMPD) would like to recognize Clear Channel Outdoor's public safety initiative through the use of digital billboards. Clear Channel Outdoor's partnership has allowed IMPD to strengthen our awareness throughout the Indianapolis community thus helping us to reduce the fear of crime and educate our community. Additionally, it has allowed IMPD to use resources to reach a broader and captive audience not likely to be reached without partnerships.

In IMPD's continual effort to reduce crime, reduce the fear of crime and improve the quality of life for all residents, we consider Clear Channel Outdoor's partnership invaluable! IMPD looks forward to building upon the success of the partnership with Clear Channel Outdoor to reach an even more expansive audience in the months to come.

Sincerely,

Rick A. Hite
Chief of Police
Indianapolis Metropolitan Police Department

PUBLIC SAFETY BENEFIT

AMBER ALERT – a force multiplier when crucial information matters most

- Digital Billboards are the ideal tool for Amber Alerts. **Digital billboards provide critical information in the minutes following a child abduction.**
- The most recent Indiana Amber Alert went up on digital billboards nearly **THIRTY MINUTES** before alerts were received by phone, and the previous Alert was running within **TEN MINUTES** of the companies receiving it. *We want to do everything we can to help the community find a missing child.*



Amber Hagerman, 9, and her little brother Ricky, 5, were pedaling their bikes to an abandoned grocery store on the afternoon of January 13, 1996. Ricky went home alone, and an eyewitness, a 78-year old retiree, accounted that Amber was biking alone when a man in a dark pickup grabbed her and pulled her into the vehicle. He contacted the police, who did a massive search along with some volunteers in the area. She was found four days later on a creek bed, dead and sexually assaulted for the two days she had been kept alive. No suspects had been found but this led to the start of the now well known Amber Alert, an international child abduction alert bulletin.

PUBLIC SERVICE



Amber Alerts

Providing assistance during the crucial *first minutes* when a child is abducted.



Law Enforcement

Providing announcements to the public for local and national law enforcement.



Community News

Keeping the community involved in local events and volunteer opportunities.



Emergency Alerts

Keeping the community informed of local emergencies.

COMMUNITY SERVICE BENEFIT



Collectively, members of the Indy Digital Billboard Alliance provided \$1.9 million dollars of advertising space in 2015 in Marion County to support community groups and causes.

Under the proposed language, A MAXIMUM of 75 digital faces may be converted in the first 4 years. If the permit cost was \$5000-7000 per digital face, this new revenue would be enough to fund the training of 10 new police officers.

LOCAL BUSINESS BENEFIT

Digital Advertising = Growing Business = More Jobs

Digital Advertising is Good for Business

- Will *allow more local businesses to have access to Out of Home Advertising to **expand their business and employ more residents of Marion County.***
- No production costs means more small businesses, who may not be able to pay production on a television commercial or vinyl Billboard, will have **access to digital advertising at lower costs.** *80 percent of all digital Billboard ads are purchased by small businesses.*
- Consumers who **embrace new technology** say Digital Billboards are a “cool” way to advertise.
- Digital Billboards are a ***nimble and flexible*** media option.
- Outdoor advertising can **evolve technologically** to meet the needs and demands of the business community.